



**City of Scottsdale
Tourism Development Commission
Non-Destination Marketing Funds Subcommittee Meeting**

MARKED AGENDA

2:00 p.m., Tuesday, February 8, 2011
Sanctuary Camelback Mountain, Room VII
5700 E. McDonald Drive
Paradise Valley, Arizona 85253

1. Call to Order/Roll Call 2:12 PM

Kate Birchler, Chairwoman

Mike Surguine, Vice-Chairman

Leon Young

Commissioner Birchler, Surguine present. Commissioner Young arrived 3:01 p.m.

Commissioner Surguine left at 3:34 p.m.

2. Five-Year Tourism Development & Marketing Strategic Plan

Subcommittee discussion regarding plan objective and tasks.

Staff Contact: Steve Geiogamah (Attachment No. 1, 1a)

3. Tourism Program Policies and Proposal Process

Subcommittee discussion regarding program policies and proposal process

Staff Contact: Steve Geiogamah (Attachment No. 2, 2a)

4. Event Support Program

Subcommittee discussion regarding event support program modifications

Staff Contact: Steve Geiogamah (Attachment No. 3, 3a)

5. Identification of Future Agenda Items

The public body may not discuss, deliberate, or take legal action on any matter in the "Identification of Future Agenda Items" unless the specific matter is properly noticed for legal action.

6. Public Comment

Citizens may address the members of the Tourism Development Commission during "Public Comment." This time is reserved for citizen comments regarding non-agendized items. However, Arizona State law prohibits the Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

7. Adjournment 4:07 p.m.



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING RITA McCLEARY AT 480-312-7989 or RMcCLEARY@SCOTTSDALEAZ.GOV. REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION. FOR TTY USERS, THE ARIZONA RELAY SERVICE (1-800-367-8939) MAY CONTACT RITA MCCLEARY AT 480-312-7989.

Next scheduled meeting is February 15, 2011



PERSONS WITH A DISABILITY MAY REQUEST A REASONABLE ACCOMMODATION BY CONTACTING RITA McCLEARY AT 480-312-7989 or RMcCLEARY@SCOTTSDALEAZ.GOV. REQUESTS SHOULD BE MADE 24 HOURS IN ADVANCE, OR AS EARLY AS POSSIBLE, TO ALLOW TIME TO ARRANGE THE ACCOMMODATION. FOR TTY USERS, THE ARIZONA RELAY SERVICE (1-800-367-8939) MAY CONTACT RITA MCCLEARY AT 480-312-7989.